

## 2018 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Thailand / July 2018

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$ m)	No. of Wins
1	3	Leo Burnett	Samsung Electronics visual display, BRAND'S Suntory Thailand, Bank of Ayudhya Public Company Limited	6.00		6.00	5
2	2	Ogilvy	Minor DQ Limited, Centara, Bangkok Commercial Asset Management Public Company Limited	3.74		3.74	27
3	4	Dentsu	Grande Asset Project Honda Project, Lotte, Fujifilm, Easy Buy, Mandom	1.53		1.53	16
4	5	J Walter Thompson	Nikon Digital	1.05		1.05	3
5	6	TBWA	Spotify, Thai Yamaha Motors	1.00		1.00	2
6	8	McCann WorldGroup	PTT Corporate Project, Honeywell, USAID	0.93		0.93	12
7	7	Saatchi & Saatchi	Yayoi Japanese Restaurant Project, P & G Project	0.68		0.68	3
8	1	Y&R	Tiger Balm Project, Innisfree Project, BDMS Project	2.50	BRAND'S Suntory Thailand	0.14	7
9	10=	FCB	Kimberly Clark	0.12		0.12	1
10	9	Isobar	SANA Namerakahonpo	0.06		0.06	2
11	10=	Publicis	Xiaomi Project	0.05		0.05	1
12-	10=	The Hoffman Agency		0.00		0.00	0
12-	10=	Cheil		0.00		0.00	0
12-	10=	M&C Saatchi		0.00		0.00	0
12-	10=	MullenLowe Group		0.00		0.00	0
16	10=	Havas Worldwide		0.00	RB	-0.06	0
17	10=	Grey Group		0.00	Revlon	-0.16	0
18	10=	DDB	IRPC Project, Tourism of Thailand Project, SCG Inspiration Project	0.72	Samsung Electronics visual display	-0.29	9
19	19	BBDO	Paveemol - KA Cream Project, Mentagram - GoPro Project, DJI Global	1.10	Bank of Ayudhya Public Company	-2.15	3
						12.6	91

## 2018 MEDIA AGENCIES NEW BUSINESS LEAGUE

Thailand / July 2018

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins
1	1	Carat	SCG ASEAN, Hachiban Ramen, Kubota Project, Hae Mo Wit	4.17	LEGO	3.91	20
2	2	Mindshare	Tesco, GP Motor, Tribe, Thai Smile, AIS Project, AIA	3.06	MELCO/City of Dreams	3.05	7
3	4	MediaCom	Mars, Shell, Magnolia Quality Development	2.27	Thai Life Project	2.09	15
4	3	Vizeum	Mamee Double-Decker, Ministry of Culture, Cloetta, SnailWhite Gold	1.56		1.56	18
5	5	dentsu X	Finance Client	1.06		1.06	26
6	6	Spark Foundry	Marriott, Lenovo	0.38		0.38	2
7	7	PHD	Huawei Digital, Cetaphil, PhamaCare	0.19		0.16	3
8	11	Initiative	Line TV Project, Mama Booking Project, LEGO	0.38		0.09	13
9	8	Universal McCann		0.08	Betadine Throat Spray Project	0.03	1
10	10	Havas Media	Ayam Brand Project	0.00		0.00	1
11	9	Wavemaker	DTAC Trinet, Perfetti Van Melle (Mentos, Chupa Chups), Domohorn Wrinkle	0.61	Campbell Soup	-0.10	6
12	12	Zenith	Betadine Throat Spray Project, Aisance Project	0.07	Central Watson's	-0.15	2
13	13	Starcom	PTT Exploration and Production Project, Singha Estate Project, Thai Life Project	0.73	Mars Buying	-0.64	6
14	14	OMD		0.00	Lazada	-1.01	0
						10.4	120

### METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to [greg@rthree.com](mailto:greg@rthree.com) or visit [www.rthree.com](http://www.rthree.com) for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.